

U.S. EMBASSY OTTAWA, PUBLIC DIPLOMACY SECTION (PDS)
Annual Program Statement (APS)

Funding Opportunity Title: U.S. Embassy Ottawa, PDS, Annual Program Statement
Funding Opportunity Number: PDS-OTTAWA-FY24-APS01
APS Start date: January 2, 2024
APS Closing Date: September 30, 2024
CFDA Number: 19.040 - U.S. Embassy Public Diplomacy Section Programs

In order to be eligible to receive an award under this APS, organizations must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov.

Please begin the registration processes immediately to ensure the registrations are completed well in advance of the submission deadline. The process can require several **weeks** for the registrations to be validated and confirmed. See *Section D: Application and Submission Information* for further details.

Due to the volume of applicants and inquiries, Public Diplomacy Section (PDS) **does not** accept letters of intent, concept papers, or requests for meetings or phone calls prior to application.

It is the responsibility of the applicant to ensure that the application package has been received in its entirety. Incomplete applications will be considered ineligible. Applicants are urged to begin the application process well before the submission deadline. No exceptions will be made for organizations that have not completed the necessary steps.

A) PROGRAM DESCRIPTION

The U.S. Embassy and Consulates in Canada invite proposals for projects that strengthen ties between Canada and the United States through programming that promotes bilateral cooperation and mutual understanding. All programs must include an American element or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies and perspectives to a Canadian audience.

Examples of programs include, but are not limited to:

- Programs that support U.S.-Canada cooperation, increase understanding of U.S. foreign policy in Canada, encourage interest in U.S.-Canada shared history and culture, and promote our shared democratic values.
- U.S. experts conducting speaking tours/public talks, participating in roundtable discussions, and delivering workshops in Canada.
- Academic and professional lectures and seminars.
- Professional and academic exchanges and programs.
- Artistic and cultural programs, workshops, joint performances, and exhibitions.
- Development of initiatives aimed at maintaining contacts with alumni of U.S. Department of State exchange programs.
- Initiatives that develop stronger ties between the United States and Canada.
- Public messaging campaigns using social media, video, and new media.

All programs must be targeted at engaging Canadian audiences. All programs must include a U.S. element or connection with U.S. expert/s that will promote increased understanding of U.S. policy and perspectives. Any speaker paid with grant funding must hold U.S. citizenship.

Priority Program Areas:

Climate: Activities that promote and expand awareness around the benefits of environmental collaboration between the United States and Canada to accelerate climate ambitions laid out in the Roadmap for a Renewed U.S.-Canada Partnership, to include promoting the economic and environmental benefits of the energy evolution.

Prosperity, Trade, and Investment: Activities that foster connections among small and medium enterprises (SMEs) owned by women, people of color, Indigenous peoples, LGBTQI+, youth-led, and other underrepresented groups, as well as organizations who support economic development. Activities should strategically build domestic and cross-border business networks to empower SMEs to grow their business, foster economic growth and promote inclusivity.

Democracy, Human Rights, and Social Justice: Activities that promote democracy, advance human rights, with a focus on diversity, equity, inclusion, and accessibility (DEIA), and foster social justice including through combatting hate.

Promoting Security Cooperation: Activities that advance U.S.-Canada security cooperation including on, but not limited to, misinformation and disinformation and cybersecurity through engagement with Canadians including academia, civil society, think tanks, government officials, and youth.

Strengthen Arctic Partnerships: Activities that 1) advance the agenda of the U.S. National Strategy for the Arctic region, 2) advance areas of mutual interest, such as scientific research, environmental protection and conservation, and resource management, , and/or 3) support collectively addressing challenges in the Arctic in order to contribute to the region's security and sustainable and inclusive development.

Please note we will not fund the following:

- Trade Shows,
- Programs relating to partisan political activity,
- Charitable or development activities,
- Construction programs,
- Fund-raising campaigns,
- Scientific research,
- Lobbying for specific legislation,
- Programs intended primarily for the growth or institutional development of the organization,
- Programs that duplicate existing programs, or
- Alcohol.

Participants and Audiences:

- All grant-funded activities must be targeted at engaging Canadian audiences.

- All applicants for awards must identify their target audience and estimate the expected audience reach through indirect contact via social media, traditional media, program or any other relevant mechanism.

Diversity and Inclusion Guidelines:

Programs, speakers, and participants should be balanced and representative of the diversity of political, social, and cultural life in the United States and abroad. Diversity should be interpreted in the broadest sense and encompass differences including race, color, national origin, sex, age, religion, geographic location, socio-economic status, disability, sexual orientation, or gender identity. Proposals should demonstrate how diversity will enhance the program's goals and objectives.

B) FEDERAL AWARD INFORMATION

Length of performance period: Up to twenty-four months

Award amounts: awards may range from a minimum of \$15,000.00 to a maximum of \$250,000.00

Type of Funding: FY24 Smith-Mundt Public Diplomacy Funds

Funding Instrument Type: Standard Award, Fixed Amount Award, Individual Award, or Cooperative Agreement. Significant involvement for a Cooperative Agreement may include prior approval of specific speakers for programs.

Program Performance Period: Proposed programs should be completed in twenty-four months or fewer.

C) ELIGIBILITY INFORMATION

The following organizations are eligible to apply:

- U.S. or Canadian not-for-profit, including think tanks and civil society/non-governmental organizations.
- Public and private educational institutions.
- Public international organizations and governmental institutions.
- Individuals (note that for-profit organizations are not eligible for this notice of funding opportunity. By extension, this means that an employee or owner of a for-profit organization may not apply as an individual solely to circumvent this restriction. If applying as an individual, you must include in your application an explanation of why you are uniquely qualified as an individual applicant.)
- U.S. organizations applying for funding must partner with a Canadian organization.

Other Eligibility Requirements:

In order to be approved for funding, all organizations must have a valid registration on www.SAM.gov. Please see Section D.c. for information on how to obtain this registration. Please note that the SAM.gov requirement does not apply to individuals applying for a grant.

D) APPLICATION AND SUBMISSION INFORMATION

Please read the following instructions carefully. Applications that do not meet the requirements of this announcement or fail to comply with the stated requirements will be considered ineligible.

a. Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins
- All applicant authorized signatures are provided where indicated on the various, required forms.

b. The following documents are required:

Mandatory application forms:

1. SF-424 (Application for Federal Assistance - organizations) or SF-424-I (Application for Federal Assistance - individuals)
2. SF424A (Budget Information for Non-Construction programs)
3. SF424B (Assurances for Non-Construction programs) only mandatory for individual applicants
4. Summary Coversheet: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.
5. Proposal (10 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below:
 - Proposal Summary: Short narrative that outlines the proposed program, including program objectives and expected outcome.
 - Introduction to the Organization or Individual applying: A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
 - Problem Statement: Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed.
 - Program Goals and Objectives: The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Canada will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
 - Program Activities: Describe the program activities and how they will help achieve the objectives.
 - Program Methods and Design: A description of how the program is expected to work to solve the stated problem and achieve the goal.

- Proposed Program Schedule: The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
 - Key Personnel: Names, titles, roles, and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
 - Program Partners: List the names and type of involvement of key partner organizations and sub-awardees.
 - Program Monitoring and Evaluation Plan: Proposals must include a draft Monitoring and Evaluation (M&E) Performance Monitoring Plan (PMP). The M&E PMP should show how applicants intend to measure and demonstrate progress towards the project's objectives and goals. This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
 - Future Funding or Sustainability: Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
 - Program Location: Where will the program take place?
6. Budget Justification Narrative: After filling out the SF-424A Budget (above), use the Budget Justification Narrative spreadsheet to describe each of the budget expenses in detail.

Submission Deadline: All applications must be received by April 30, 2024 with responses going out by May 31, 2024.

All application materials must be submitted by email to ottawa-pa@state.gov.

c. Required registration for organizations only (individuals do not need these):

All organizations applying for grants must obtain this registration. It is free of charge:

- SAM.gov registration: register in www.SAM.gov and follow the instructions for registering your entity. Your SAM account must be renewed annually.

Please note that SAM.gov applications may take several weeks to be processed and that funding cannot be released until proof of an active SAM.gov registration and respective Unique Entity Identifier number have been provided.

E) APPLICATION REVIEW INFORMATION

Each application will be reviewed by the Embassy and Consulates Grant Committee. Each application will be assessed and rated based on the evaluation criteria outlined below.

- Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.
- Organizational Capacity and Record on Previous Grants: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.
- Program Planning/Ability to Achieve Objectives: Goals and objectives are clearly stated and the program approach is likely to provide maximum impact in achieving the proposed results.

- **Budgets:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.
- **Monitoring and Evaluation Plan:** Applicants demonstrate they are able to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.
- **Sustainability:** Program activities will continue to have positive impact after the end of the program.

Please note that all funding decisions are based on availability of funds.

F) FEDERAL AWARD ADMINISTRATION INFORMATION

Federal Award Notices:

The grant award will be written, signed, awarded, and administered by the Grants Officer. The DS-1909 assistance award agreement is the authorizing document, and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the DS-1909 signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this Annual Program Statement does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: The U.S. Embassy in Ottawa will provide funding on an as-needed basis using the SF-270 form. The Embassy will retain up to 20% of the funding which will be reimbursed upon successful completion of the program. Please note the Grants Officer has the right to change the payment structure if deemed necessary. The U.S. Embassy in Ottawa reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

Administrative and National Policy Requirements:

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award to ensure they will be able to comply. These include:

- 2 CFR 200, 2 CFR 600, and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>.
 - Note the U.S flag branding and marking requirements in the Standard Terms and Conditions.

Reporting:

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

Applicants should be aware of the post award reporting requirements reflected in 2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters.

If you have any questions about the grant application process, please contact the Public Diplomacy Section at ottawa-pa@state.gov. Questions are encouraged at each stage of the process, even the initial process when an organization is considering whether to apply and may be unsure if program activities fit the grant purpose.

Applications and Questions:

Full applications and questions about the process must be submitted to: ottawa-pa@state.gov.

Thank you for your interest in our grants program.

U.S. Embassy and Consulates in Canada